KEY WORDS

BOOTH TEST DATA

POL & SEF SUMMARY SHEET

PROJECT NO. 9100

TITLE: Production Marlboro Light. coded XLD35F "C" vs. Marlboro Light. Japanese Import coded XLD30T "E"

REQUESTER H. Heinck DATE:LAB May 25, 1973 N 30

POL May 16-17, 1973 N 47

TEST METHOD Paired Comparison PREPARATION Crackers and water

PURPOSE To determine differences in smoke flavors.

PROCEDURE Using reduced lighting and above preparation, judges were given the samples in a balanced presentation. Then they answered the questions on the attached ballot.

RESULTS: C = XLD35F E = XLD30T ND = No difference

Harsh	Total Irritation	Mouth Irritation	Throat Irritation	Mouth Dryness	Throat Dryness	Smoke Flavor			
C E ND	C E ND	C E ND	C E ND	C E ND	C E ND	C E ND			
11 13 5	11 11 8	12 11 7	9 7 14	9 9 12	4 13 7	11 11 8			
xs	xs	xs	xs	xs	xs	xs	Lab		
18 21 8	20 23 4	15 20 7	23 15 9	17 24 6	14 25 5	23 14 2			
xs	xs	xs	xs	xs	xs	xs	Pol		
29 34 15	31 34 12	30 30 16	32 37 9	26 35 15	28 36 12	34 30 13			
xs	xs	xs	xs	xs	xs	xs	Comb		

	Compared with zero			Compared with each other					
	C	E		C	E		C	E	
M	3.50	3.30	M	3.36	3.38	M	3.42	3.35	
t	0.70		t	0.13		t	0.43		
p	xs		p	xs		p	xs		
	LAB			POL			COMB		

Conclusions: The panel judges found no significant differences between the samples.

SIGNED Mona Sandelund DATE COMPLETED May 29, 1973

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